

# Job / Career Fair Tips



## Purpose of a Job/ Career Fair

- Interview and land a job!
- Conduct company research
- Explore numerous career opportunities
- Network! Make personal contacts that can lead to a job
- Gather information from potential employers
- Find out what an employer values in its employees
- Demonstrate an ability to communicate effectively

## Preparation/Strategy

- Get a list of the companies attending and make your own list of companies YOU want to see
- Review company websites, Google them for the latest news
- Use Social Media! "Like" them on Facebook, "Follow" them on Twitter, Join their group on LinkedIn
- Do your research: know something about what the company representatives are hiring for
- Prepare your resume and bring copies with you in a nice black folder or portfolio
- Practice your approach and closing
- Rehearse answers to common questions
- Spend time at the event and be prepared to set up an interview
- Bring your calendar/know your schedule and availability
- Bring networking cards and prepare your "commercial" (See back)

## General Tips- What to do During the Event

- Dress for success! A professional outfit, businesslike shoes, get your hair trimmed and avoid using perfume and aftershave
- Have your resume ready
- Show up early
- Shut off cell phone
- Maintain eye contact and speak clearly
- Respect personal space
- Be honest
- Be enthusiastic and distinguish yourself!
- Professionally introduce yourself (See back)
- Be specific about the job you want
- Ask thoughtful, planned out questions
- Inquire about next steps
- Be reasonable with your consumption of recruiter giveaways-This is not a time to pick up stocking stuffers or toys for your kids!

## Employers Want People With

- Communication skills
- Teamwork skills
- Leadership skills
- Problem Solvers
- Innovators
- Passion
- Adaptability
- Interpersonal skills
- Strong work ethic

## What to Bring

A portfolio with copies of your resume, networking cards, a list of references, a pen (that works) and a notepad; a smile, a strong handshake, a positive attitude, and energy! Keep moving with your best foot forward!

## The Closing

- Send a thank you!
- Understand next steps - What is their interview process?
- Keep the network alive: You must follow up with them! Keep in touch;
- Let the company know you are interested in them
- Reflect on what you learned

### The Elevator Speech / Commercial Formula

- Name
- Current Job (Job Target or field of interest)/Class/level
- Major/concentration (if in school)
- Opportunities that you are seeking (full time/part time/internship)
- Highlights of relevant experience, skills and/or strengths (work, internship, volunteer work)
- Knowledge of the company

Tailor your introduction to each employer and end your intro by asking a focused question that will engage the employer in conversation.

Keep it between 10-30 seconds

### The Elevator Speech / Commercial Examples

- Hi, I'm Lynn Hawkins. I am an Executive Assistant who is an expert at making my boss look good. I have extensive experience with spreadsheets, PowerPoint and Outlook. I've worked in Higher Education and the financial sector but am now looking to get into the non-profit world. I see that you do great work with youth in our community such as your recent fund raiser dinner that you held at the Spice of Life Event Center for homeless youth affected by the flood. I would like to learn more about potential opportunities with your agency.
- Hello, I'm Frank Porter. I am a roofer looking for opportunities in the green building industry. I specialize in working with solar energy panel installation and see that you have an opening for such a position.
- Hi, I'm Jane Castro. I'm a program manager looking for opportunities in the medical device industry. I specialize in taking products from prototype to manufacturing. I have recently learned about your new prototype and would love to utilize my experiences in both manufacturing and medical devices working as a program manager with your company.
- Hello, my name is Sam Smith. I am currently a senior at CU Boulder and will graduate this May with a Bachelor of Arts Degree in Elementary Education. Through my student teaching experience at Flatirons Elementary, I managed a diverse classroom of 23 3rd grade students and designed and implemented lesson plans for all curriculum areas. I am now seeking a full-time teaching position and have heard wonderful things about Foothills Elementary from my friend and previous classmate, Dylan Jones, who currently works there. I would like to know and understand better from your perspective, the current opening you have for a 4<sup>th</sup> grade teacher.

### Networking Card Examples

RESUME: [www.JoeNetworker.com](http://www.JoeNetworker.com)

**Joe Networker**  
*Website Developer*

Internet communications developer with heavy  
WordPress theme design experience

PHONE: (xxx) xxx-xxxx  
EMAIL: [joe@joenetworker.com](mailto:joe@joenetworker.com)



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**Adrian Jackson**  
*Bartender, hostess & server extraordinaire*

Three years experience serving fine food and drinks  
with a smile in San Francisco's favorite restaurants.  
Polished appearance. Wine savvy. Great references.

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CAREER FOCUS: Sales and Marketing

SUMMARY OF QUALIFICATIONS

- 2 years experience in product sales within telecommunications field
- Bachelor's degree in marketing and skilled in delivering quality customer and sales support
- Proven track record of maximizing sale revenues and meeting corporate objectives
- Solid planning, forecasting and communication skills (bilingual: French)